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Design and
TYPOGRAPHY

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THE LAKESIDE PRESS

ANNOUNCES

THAT

William A. Kittredge

IS NOW IN CHARGE OF

ITS

Design and Typography

CHICAGO

R. R. DONNELLEY AND SONS CO.

MCMXXII

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PREFATORY NOTE

The format of this announcement was inspired by the type specimen book of Gillé, a French printer and type founder of the early Nineteenth Century. The border on the title page is copied from his book dated Paris, 1813. Bodoni type and upright script are used with decorative designs, after the manner of some of the better books of the Empire period in which Gillé lived.

Gift
Publisher
2/22

Authoritative

DESIGN AND TYPOGRAPHY

IN PRINTING

For sixty years The Lakeside Press has produced printing that has received world-wide circulation and its imprint is known wherever books are read. The purpose of its founder, Mr. R. R. Donnelley, was that printing emanating from The Lakeside Press should represent the most thorough craftsmanship as well as mechanical excellence. A thorough printer of the old school himself, he saw to it that books produced in his time were as fine as could be made. There were many of them and it was thus that the reputation of The Lakeside Press was established.

The enormous growth of the Press within recent years has called for new and improved methods in the efficient production of its work. Highly specialized ability is called for in the

direction of every department. The designing of its important books and other printing is carried on much in the manner of the architect planning a building or the engineer building a bridge. First, a carefully considered, workable plan, and then a dummy-visualization for the client's approval; the work following according to exact plan and specification.

The purpose of this announcement is to call your attention to our department of design and typography and to introduce Mr. William A. Kittredge, who has been engaged to direct this work, and further to suggest some of the ways in which it will serve our customers.

Mr. Kittredge comes to The Lakeside Press with more than ten years' specialized experience in the designing of fine printing. His training at the Riverside Press in Cambridge, at various printing houses in Boston, for two years in New York, and for more than four years as Art Director of a leading printing house in Philadelphia, has eminently fitted him for the work here. Combining, as he does, artistic taste and judgment with a thorough knowledge of decorative design, illustration and typography as applied to printing, Mr. Kittredge at the same time has a practical appreciation of sales and merchandising problems.

At the last great exhibition of American Printing held in New York, in competition with printers from all over America, specimens of printing designed by Mr. Kittredge received four awards, a record equaled by only one other designer.

COMMERCIAL BOOKS, CATALOGUES, AND OTHER PRINTING

For over four years having designed such books for concerns like the Victor Talking Machine Company, Packard Motor Car Company, Bethlehem Steel Company, and Texas Oil Company, Mr. Kittredge is qualified to advise in the preparation of catalogues and books that must excel. Those whose wish it is to bring out the finest catalogue in their line would do well to consult us. "It is better to issue the best catalogue than to wish you had."

In this connection it is interesting to note that national manufacturers are more and more using fine catalogues, books, booklets and folders in their direct-mail selling. The R. R. Donnelley & Sons Company is producing printing of this character for concerns all over the country, and the benefits of this experience are available to other manufacturers as well as the opportunity for better illustration, design and typography.

At The Lakeside Press, such printing is designed to be forceful and effective while every detail of illustration and arrangement receives the expert attention necessary.

BOOKS FOR PUBLISHERS

With complete resources of special types, ornaments and other decorative material, The Lakeside Press is equipped to give publishers printing of the most thorough typographic

merit. The most careful attention is given every detail of design and manufacture, including the selection of paper and format, presentation of illustrations, design of covers, jackets, etc., and, as heretofore, every resource of the largest printing house in America is utilized in the making of better books.

Publishers are especially invited to consult us regarding special or limited edition books, or other books where better-than-ordinary craftsmanship is required in their making.

EDITION BOOKS FOR PUBLISHERS

The work of The Lakeside Press in printing edition books for publishers is not unknown. Quite likely the largest effort of this character ever undertaken has been successfully accomplished by it in the production of two editions of the Encyclopaedia Britannica. The experience gained in this stupendous undertaking is available to other publishers who desire to print edition books in the best taste and of the finest character, as well as with a proper appreciation for their economical production. In this connection, Mr. Kittredge will assist in determining the typographic style, selection of paper and binding best suited to the work in hand.

Where desired, the works of classical authors can be brought out in formats suggestive of the periods in which the authors themselves lived. The character of such printing can well be in keeping with the time and nationality of the author.

SCHOOL AND TEXT BOOKS

Some of the finest printed books that have come down to us through the ages have been old text books in which every care was exercised to make typography and illustration as fine as could be produced.

Is it unreasonable to suppose that our school and text books today may be designed with greater consideration for the purposes for which they are intended. The Lakeside Press is prepared to demonstrate to some publisher that better school books can be made—books that will bring greater credit and prestige to the publisher putting them out.

BOOKS FOR COLLECTORS

Himself a collector of fine books, Mr. Kittredge enjoys the acquaintance of many noted collectors of the East and has access to libraries containing many of the rarest and most beautifully printed books of all time.

The benefits of this experience are available to bibliophile societies, libraries and art museums, as well as to private collectors desiring printing of the most authoritative typographical excellence. Every detail, from selection of type, determination of format, selection of paper and binding, to the final forwarding of the work, will be given the careful consideration necessary to the subtle accomplishment of any work of art. The Lakeside Press has a proper appreciation of the

fact that in printing of this character the personal skill and craftsmanship of the designer counts for more than mere mechanical excellence, although that too is essential to the best final result. Mr. Kittredge will give personal attention to work of this character, and where special design or illustration is called for will obtain it when desired. Plans and estimates for such work will gladly be submitted to those desiring them.

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